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Bloomberg ® Consumer Comfort Index ™ Weekly Data Report

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Data summary for 3/20/2014

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                          CCI
This week                -29.0
Last week                -27.6
2014 high                -27.6  March 9
2014 low                 -33.1  Feb. 2
2014 average             -30.0
2009 average             -47.9  Worst full year
2000 average             +28.9  Best full year
Jan. 25, 2009            -54    Record low (also Dec. 1, 2008)
Jan. 16, 2000            +38    Record high
Average since 12/85      -16.5
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Individual measures:

Positive ratings of:	This week	Last week	Average 2014	Average '85-'14
National economy	25%	26	23	34
Personal finances	50	52	51	55
Buying climate	31	30	31	36

Full ratings of:	Excel -lent	Good	Not so Good	Poor
National economy	1%	24	43	32
Personal finances	5	45	35	15
Buying climate	2	29	46	23

	Positive High	Positive Low
Economy	80% Jan. 16, 2000	4% Feb. 8, 2009
Finances	70% latest Jan. 23, 2000	39% June 21 and 28, 2009
Buying climate	57% Jan. 16, 2000	18% latest Oct. 19, 2008

Economy's direction:

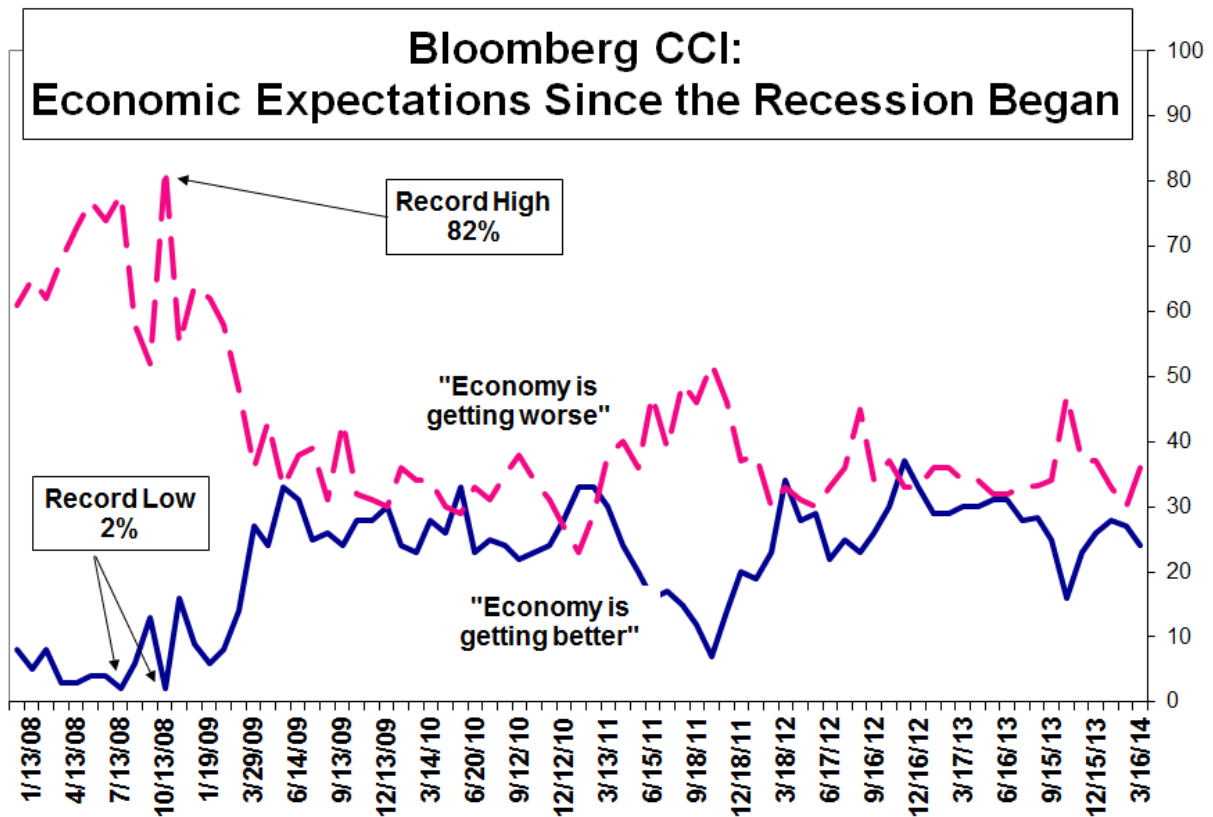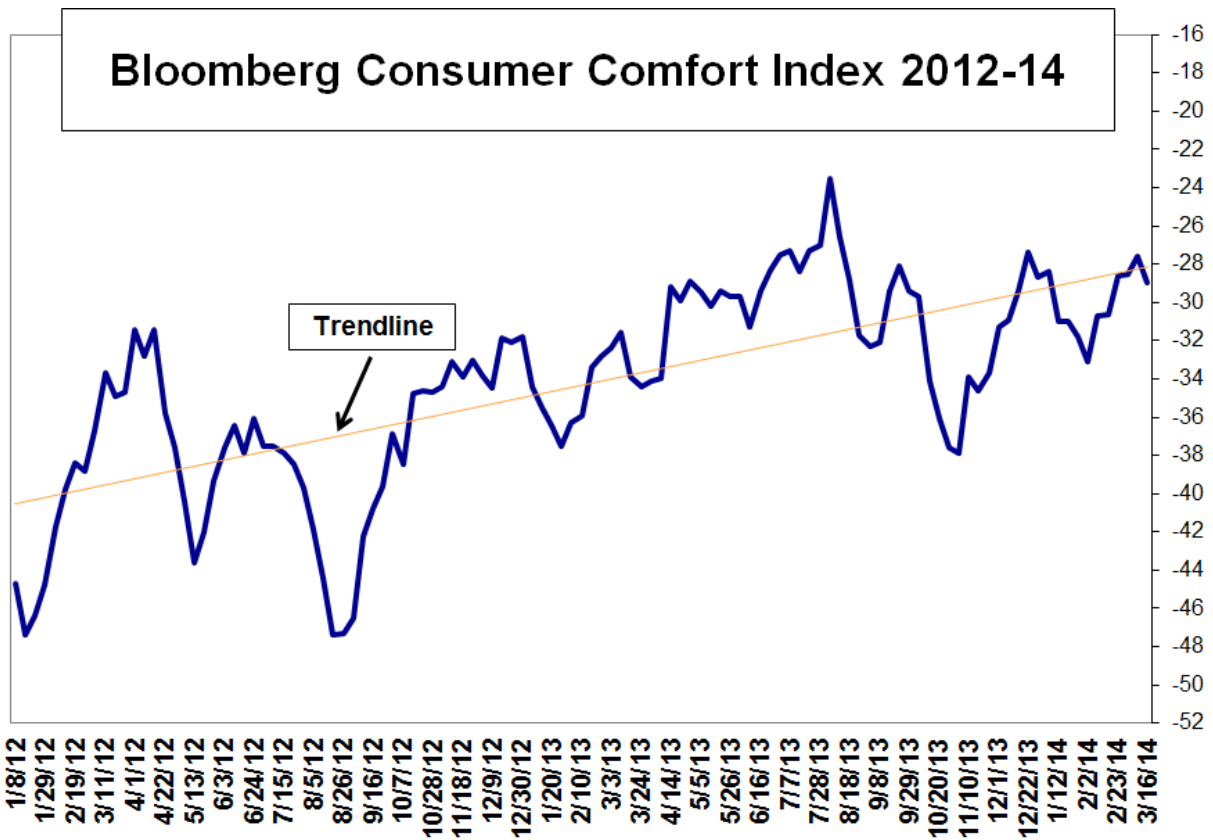|	Better	Worse	Same
3/16/14	24	36	40
2/16/14	27	30	42
1/12/14	28	33	39
12/15/13	26	37	36

Methodology: The Bloomberg Consumer Comfort Index is produced by Langer Research Associates. The index is reported in a four-week rolling average; this week's results are based on a random national sample of 1,000 adults, reached by landline and cellular telephone, in the four weeks ending March 16, 2014. The results have a 3-point error margin. The expectations question was asked of 500 respondents March 5-16, 2014; that result has a 4.5-point error margin. Field work and tabulation by SSRS/Social Science Research Solutions of Media, Pa.
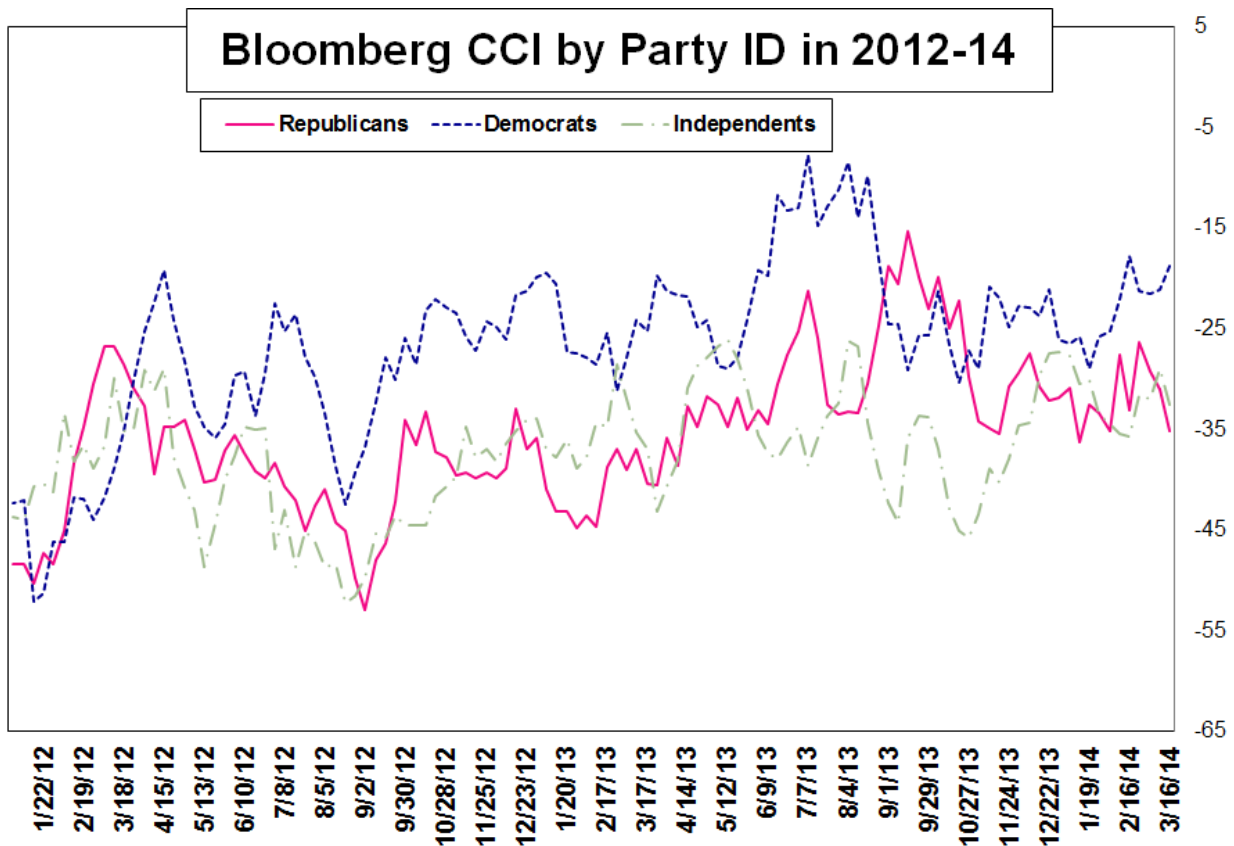
The index is derived by subtracting the negative response to each index question from the positive response to that question. The three resulting numbers are added and divided by three. The index can range from +100 (everyone positive on all three measures) to -100 (all negative on all three measures). The survey began in December 1985.

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03/16/14          This  Last  4 Wks 3 Mo. 1 Yr. 12 Mo 12 Mo 12 Mo
                  Week  Week  Ago   Ago   Ago   High   Low   Avg
                  ----- ----- ----- ----- ----- ----- ----- -----
Group
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GENERAL POPULATION:
Overall Index     -29.0 -27.6 -30.6 -29.4 -33.9 -23.5 -37.9  -30.5
 State of Economy -49.6 -48.0 -53.2 -56.9 -59.5 -45.1 -68.2  -56.3
 Personal Finances  0.7   4.3   3.9   4.2   0.2   6.6  -4.9    2.1
 Buying Climate   -38.1 -39.3 -42.6 -35.5 -42.2 -31.5 -42.6  -37.3
------------------------------------------------------------------
                  OVERALL INDEX BY DEMOGRAPHIC GROUPS
Sex:
   Men            -22.2 -19.4 -26.3 -24.6 -28.8 -15.9 -34.6  -24.0
   Women          -35.4 -35.5 -34.7 -33.9 -38.5 -29.9 -42.8  -36.6
Age:
   18 - 34        -25.1 -21.8 -31.2 -27.9 -22.7 -12.8 -40.9  -27.4
   35 - 44        -27.5 -27.0 -29.4 -29.8 -24.8 -10.7 -41.7  -30.7
   45 - 54        -31.2 -30.3 -33.9 -38.5 -52.5 -15.3 -53.2  -36.8
   55 - 64        -39.6 -37.1 -27.6 -29.6 -41.7 -19.4 -44.4  -33.2
   65+            -24.4 -26.0 -26.5 -20.7 -31.5 -19.8 -34.0  -26.8
Income:
   Under $15K     -59.2 -51.2 -67.2 -58.8 -37.5 -37.5 -77.2  -61.1
   $15K To $24.9K -47.6 -54.6 -47.7 -55.9 -55.0 -39.4 -67.9  -52.9
   $25K To $39.9K -41.5 -32.5 -43.7 -43.0 -44.5 -32.3 -54.8  -43.9
   $40K To $49.9K -31.7 -28.3 -28.5 -43.3 -44.9 -19.0 -54.6  -35.3
   Over $50K       -6.3  -5.9  -5.6  -2.6 -12.5   6.6 -12.5   -4.1
   $50K To $74.9K -23.6 -21.2 -23.0 -17.3 -22.3  -2.2 -32.9  -19.8
   $75K To $99.9K -11.6 -12.5  -2.8  -3.5 -22.2  18.6 -25.3   -8.6
   Over $100K      17.5  17.5   9.5  15.9   1.4  22.1   1.4   14.1
Region:
   Northeast      -38.1 -32.9 -27.5 -31.8 -42.4 -23.0 -42.4  -32.4
   Midwest        -33.2 -26.6 -33.1 -32.9 -32.6 -18.6 -35.9  -27.9
   South          -23.7 -28.9 -32.7 -31.7 -35.0 -21.9 -45.3  -31.9
   West           -26.5 -22.5 -27.5 -20.7 -26.4 -16.6 -41.8  -29.3
Race:
   White          -27.6 -26.0 -29.2 -28.4 -37.4 -21.4 -37.4  -29.7
   Black          -38.4 -45.7 -39.7 -44.4 -24.4 -22.3 -48.7  -36.6
Politics:
   Republican     -35.1 -31.0 -33.1 -30.8 -40.4 -15.3 -40.5  -30.3
   Democrat       -18.7 -21.1 -17.8 -23.7 -25.3  -7.8 -30.3  -21.6
   Independent    -32.6 -29.0 -35.7 -29.6 -36.9 -26.1 -45.7  -34.6
Education:
   < High School  -45.0 -43.2 -62.1 -51.8 -43.8 -40.1 -64.9  -53.2
   High Sch. Grad. -41.0 -37.1 -40.7 -40.0 -42.7 -30.8 -49.0  -40.1
   College +      -18.9 -18.8 -17.8 -18.8 -26.6 -12.4 -29.3  -20.0
Home:
   Own            -25.4 -24.8 -23.0 -19.5 -30.5 -18.1 -30.5  -23.4
   Rent           -34.6 -32.8 -46.1 -46.3 -38.5 -28.1 -53.9  -42.6
Marital Status:
   Single         -26.4 -23.5 -37.7 -31.7 -24.4 -18.3 -42.4  -31.3
   Married        -26.0 -24.7 -22.9 -20.1 -32.9 -17.1 -32.9  -24.0
   Sep/Wid/Div    -38.7 -39.9 -36.2 -49.4 -51.2 -35.2 -57.4  -45.6
Employ. Status:
   Full-Time      -17.5 -14.8 -20.4 -20.9 -26.2  -7.7 -28.8  -19.4
   Part-Time      -36.8 -32.8 -29.1 -36.9 -31.6 -27.5 -50.8  -37.0
   Not Employed   -37.9 -39.0 -41.8 -35.0 -41.2 -31.7 -45.6  -39.3
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Bloomberg Consumer Comfort Index 2012-14

Trendline

1/8/12 1/29/12 2/19/12 3/11/12 4/1/12 4/22/12 5/13/12 6/3/12 6/24/12 7/15/12 8/5/12 8/26/12 9/16/12 10/7/12 10/28/12 11/18/12 12/9/12 12/30/12 1/20/13 2/10/13 3/3/13 3/24/13 4/14/13 5/5/13 5/26/13 6/16/13 7/7/13 7/28/13 8/18/13 9/8/13 9/29/13 10/20/13 11/10/13 12/1/13 12/22/13 1/12/14 2/2/14 2/23/14 3/16/14

Bloomberg CCI:
Economic Expectations Since the Recession Began

Record High
82%

"Economy is getting worse"

Record Low
2%

"Economy is getting better"

1/13/08 4/13/08 7/13/08 10/13/08 1/19/09 3/29/09 6/14/09 9/13/09 12/13/09 3/14/10 6/20/10 9/12/10 12/12/10 3/13/11 6/15/11 9/18/11 12/18/11 3/18/12 6/17/12 9/16/12 12/16/12 3/17/13 6/16/13 9/15/13 12/15/13 3/16/14

3

Bloomberg CCI by Party ID in 2012-14

Legend: Republicans — Democrats — Independents

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